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Farm Broadcasters Letter



Letter No. 2188

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900-LINE FOR OUTLOOK

The U.S. Department of Agriculture's Agricultural Outlook Conference on Dec. 3-5 will feature four 900-line telephone numbers to provide live access to speeches. To call, dial:

- (900) 410-JEFF (Jefferson Auditorium)
- (900) 410-FORR (Commerce Auditorium)
- (900) 410-1245 (Room 1E-245)
- (900) 410-107A (Room 107-A)

The cost is 50 cents for the first minute and 35 cents for each additional minute. At 5:30 p.m. each day, taped morning sessions from each location will be replayed for listeners who may have missed the live transmission.

BRAZIL WILL NEED WHEAT

Because of a smaller-than-anticipated crop, Brazil will have to import record quantities of wheat to supplement domestic supplies, according to the U.S. Department of Agriculture. The president of the Brazilian Wheat Board recently said that Brazil needs to import a minimum of 4.8 million tons of milling-quality wheat, and has logistical capabilities to import even more if needed. The U.S. has traditionally supplied Brazil with most of its wheat import needs, but is facing increased competition from Argentina.

CHINA CORN TO U.S. CUSTOMERS

China is continuing to market its corn surplus aggressively to traditional U.S. customers in Asia, according to the U.S. Department of Agriculture. Exports could reach a level of 2-2.5 million tons over the next 12 months. Japan purchased 550,000 tons of Chinese corn for delivery through April 1985, and reportedly China was also exporting to the Republic of Korea.

AG EXPORTS UP 9%

U.S. agricultural exports rose 9 pct. to \$38 billion for fiscal 1984, according to Sec'y of Agriculture John R. Block. The export total was up \$3.23 billion from 1983's figure of \$34.78 billion. Export volume for 1984 finished at 143.7 million tons, three-quarters of one percent less than the 144.8 million tons exported in fiscal 1983. Wheat and corn accounted for 60 pct. of the total increase in value. Total grain and feed exports increased 14 pct. in value to \$17.4 billion and 6 pct. in volume to 108.5 million tons.

INCOME FOOD COSTS & EXPORTS

The real disposable income for 1984 is expected to be up about 7 pct. from last year, while food prices are rising only moderately, about 4 pct., according to the U.S. Department of Agriculture. Farm exports came to \$38 billion in fiscal 1984, 9 pct. above 1983. Agricultural imports were nearly \$19 billion, up 15 pct., in part because of the strong U.S. recovery. The volume of U.S. exports could expand during fiscal 1985, with some debt restructuring and continued recovery in the developing countries and crop shortfalls in some importing nations.

BEEF, PORK
& BROILER
PRODUCTION
UP

The fourth-quarter beef production will be greater than earlier anticipated, because a larger number of heavy-weight cattle were reported on feed Oct. 1, according to the U.S. Department of Agriculture. Hog slaughter also higher than expected. Because of poor returns this year, pork producers may have decided to slaughter some gilts instead of retaining them for the breeding herd. Broiler meat output in the fourth quarter is expected to be 8 to 10 pct. above last year's reduced levels.

WHEAT CROP
THIRD LARGEST
ON RECORD

The U.S. wheat crop, at 2.57 billion bushels, is the third largest on record and a 6 pct. increase over 1983, according to the U.S. Department of Agriculture. Wheat supplies are also record high, but so is disappearance. June-Sept. exports were more than one-third ahead of a year earlier, mainly reflecting robust buying by the USSR.

OATS OUT
OF RELEASE
STATUS

As of Nov. 1, producers may no longer repay loans without penalty on farmer-owned reserve oats, according to the U.S. Department of Agriculture. The national average adjusted price of \$1.62 per bushel for oats on Nov. 1 was 3 cents below the reserve release level. Storage payments for reserve oats resumed in all states.

LOANS FOR
96 MISSOURI
COUNTIES

Sec'y of Agriculture John Block named 96 counties in Missouri as eligible for Farmers Home Administration emergency farm loans because of crop losses caused by adverse weather. There are 47 primary counties, and 49 contiguous counties. Farmers in all 96 counties have eight months in which to apply for loans to cover part of their actual losses.

GRAIN TALKS
NOV. 20-21

Sec'y of Agriculture John Block announced that the U.S. and Soviet officials will meet in Washington, D.C. on Nov. 20-21 for routine semiannual talks as specified in the U.S.-USSR grain agreement. This will be the second round of talks this year. The first round was held in London in January.

USDA & LIVESTOCK
GROUP SEEK
MARKETS

A campaign to increase the export of U.S. livestock was launched by the U.S. Department of Agriculture and the Livestock Exporters Association of Bloomington, Ill. The venture calls for resolving differences in animal health regulations between the U.S. and countries where U.S. livestock and embryos are now excluded. Under the plan, the Livestock Exporters Association and the Foreign Agricultural Service of the USDA will work to convince foreign officials and scientists of the adequacy of U.S. health testing measures.

TASK FORCE TO
INVESTIGATE
TOBACCO IMPORTS

Sec'y of Agriculture John Block announced the formation of a task force to prepare the USDA's study and testimony for the U.S. Int'l Trade Commission's investigation of tobacco imports. The investigation, ordered by President Reagan, is to determine whether imports are interfering with the price support and production adjustment programs for tobacco administered by USDA. The Commission is expected to complete its investigation and report its findings and recommendations to the President early next year.

TURKEY DINNER
COST

The cost of Thanksgiving dinner for six servings is \$8.35 for 1984. The dinner includes: Fruit cup, roast turkey, stuffing, whipped potatoes, gravy, carrots, onions, relish, dinner rolls, apple pie ala mode, and coffee. Since 1980, the cost of the dinner increased only five percent.

FROM OUR TELEVISION SERVICE "Agricultural Exports"...The value of U.S. agricultural exports jumped nine percent to \$38 billion in fiscal year 1984. USDA economist Lee Schatz focuses on factors contributing to this situation. DeBoria Janifer interviews. (246)

"European Community - 1984 Harvest"...USDA grain economist Alan Riffkin talks about the success of the European Community's agricultural production for 1984, and the implications of this success for U.S. farmers. Victor Powell interviews. (247)

"European Community - 1984 Harvest - II"...USDA grain economist Alan Riffkin continues his discussion on the European Community's agricultural production for 1984, and what it means to U.S. farmers. Victor Powell interviews. (248)

"U.S. Exports and the Soviet Union"...Strong Soviet demand for U.S. farm exports has come at a good time. USDA economist James Parker comments on whether or not Soviet buying will continue in the late fall. Jim Johnson interviews. (249)

"Semidwarf Rice Varieties"...USDA economist Barbara Stucker talks about the advantages and disadvantages of this popular rice variety and how it can benefit rice producers. DeBoria Janifer interviews. (250)

PUBLIC COMMENTS WELCOME The U.S. Department of Agriculture will hold a public meeting in Wash. on Dec. 12 to consider recommendations by state and county conservation review groups concerning agricultural conservation, pollution control and forestry programs. The public also is invited to submit comments and suggestions on these USDA programs. (For more information or to make reservations for the meeting, write to the director of the Conservation and Environmental Protection Division, ASCS, USDA, P.O. Box 2415, Washington, D.C. 20013. Or call 202/447-7333.)

DAIRY HIGHLIGHTS The following are some dairy highlights for Sept. 1984, according to the U.S. Department of Agriculture. Butter production was 69.1 million pounds, 18 pct. below Sept. 1983 and 2 pct. below Aug. 1984. American type cheese production totaled 185 million pounds, 12 pct. below Sept. last year and 10 pct. below Aug. 1984. Total cheese output (excluding cottage cheese) was 349 million pounds, 6 pct. below Aug. 1984. Ice cream, 74.3 million gallons, down 9 pct. from Sept. 1983.

MANGELWURZER SEEDS? COIR? America's agricultural imports, valued at about \$16.6 billion last year, are top heavy with such essentials as coffee, tea, rubber, bananas, and coconut oil, according to the U.S. Department of Agriculture. But have you ever heard of mangelwurzer seeds? U.S. imported 11 metric tons of them valued at \$25,000. Mangelwurzers are large yellow to reddish-orange beets used as forage for cattle in the U.S. Coir is a stiff coarse fiber from the husk of the coconut, used for making rope, mats, and upholstery filling. The U.S. imported nearly 8,000 metric tons of coir valued at \$1.6 million in 1983.

SPEEDED UP INSPECTION FOR TURKEYS The U.S. Department of Agriculture is proposing a modernized system to inspect slaughtered turkeys. Found successful during field testing, the proposed system would increase the speed at which birds are effectively inspected. The proposal is in the Nov. 8 Federal Register. Comments, in duplicate, due by Jan. 7 to FSIS Hearing Clerk, USDA, Room 2637-S, Wash., D.C. 20250.

OFF MIKE

By the time you read this, the fall NAFB meeting will be history. From all indications, it should have been an excellent meeting, thanks to incoming president Johnnie Hood (WPTF/So. Farm Net, Raleigh, NC) who was responsible for the program. We'll have specifics from the meeting in next week's letter. In the meantime, a quick report about the summer NAFB meeting to be held July 10-14 here in Washington, D.C. Program Planning Committee co-chairmen are Tom Hoy (Nat. Rural Elec. Coop, D.C.) and Don Hanes (Nat. Coun. Far. Coops, D.C.). The committee has met a couple times and already the program is looking good. We'll keep you posted about some of the particulars as they get nailed down ... Hap Hansen reports he is leaving WAKS in Fuquay, NC, and for a good reason. He's purchased radio station WSMR in Raeford, NC ... Rick Hazen (KCOW, Alliance, NE) has been at the station for two years and is looking for greener pastures, one involving full-time farm reporting. That's his first love, he says. If you would like to talk to Rick about his background and experience, you can contact him at either his work phone 308-762-1400, or his home phone 308-762-7591 ... Dean Curtis called. (As you'll remember, Dean was with KYSM, Mankato, MN, and suffered a heart attack Christmas day last year.) Dean said he's been home from the hospital since summer and is doing pretty good. Unfortunately he's having a little trouble with his speech, he said, and that's going to keep him off the air. But he sounded great and it was good to talk to him ... Wayne Jenkins (Ag Day, Indianapolis, IN) says Ag Day traveled to Ottawa, Canada, to cover the meeting between Sec'y of Agric. John Block and Canadian Minister of Agric. John Wise. Wayne pointed out that being on a daily broadcast schedule keeps one close to home, so it was good to make the trip. And he was able to get one-on-one interviews with the principals, including the Canadian Minister of State Charles Mayer, plus covering the press conference. In other words, a busy but productive time...something farm broadcasters are good at.

FROM OUR RADIO
SERVICE

AGRICULTURE USA #1432...(Weekly 13½ min documentary) Do American students, farmers and traders have the necessary tools to successfully compete in the world market? Gary Crawford interviews Dr. E. T. York of the Board of International Food and Agricultural Development about the subject.

AGRITAPE/FARM PROGRAM REPORT #1421...(Weekly reel of news features) USDA news highlights; U.S. farm exports are for human survival; A debt set-aside program; Soviet farm woes; Advance deficiency and diversion payments to farmers.

CONSUMER TIME #914...(Weekly reel of five 2½-3 min features) Holiday food problems; supermarket turkey hunting; the Festival of Skills; A threat to underground water; Ellis Island for plants.

USDA RADIO NEWS SERVICE...Thurs, Nov. 15, Wheat outlook report; Fri, Nov. 16, World Sugar and Molasses situation report; Milk production report; World cotton situation report; World oilseed situation report; Tues, Nov. 20, Feed outlook; Weekly weather and crop outlook. Dial the USDA National News Lines 202/488-8358 or 8359. All material changed at 5 p.m. EST each working day.



JAMES L. JOHNSON
Chief, Radio-Television Division